

What is claimed is:

1. A method for on-line outsourcing of customized merchandise containing personalized logo, wherein a remote customer in a network environment is connected to a server to customize a piece of tangible merchandise containing at least a personalized logo and the server outsource its production to a supplier; the method comprises steps of:
 - (a) providing a logo image database at the server end, wherein the database stores a plurality of constituent image parts of at least a default logo image and a plurality of part elements showing characteristics of the constituent image parts;
 - (b) providing a merchandise image database at the server end, wherein the database stores a plurality of constituent image parts of at least a default merchandise image and a plurality of part elements showing characteristics of the constituent image parts;
 - (c) personalizing a preferred logo image, by the remote customer, by selecting at least an image part and at least a part element stored in the server's logo image database for the server's on-line generation of the remote customer's personalized logo image;
 - (d) customizing a preferred merchandise image, the remote customer, by selecting at least an image part and at least a part element stored in the server's merchandise image database for the server's on-line generation of the remote customer's customized merchandise image;
 - (e) generating, by the server, the customized merchandise image containing at least a personalized logo image by incorporating the personalized logo image

with the customized merchandise image selected by the remote customer; and
(f) transmitting, by the server, the generated customized merchandise image
containing at least a personalized logo image to a supplier for the production
of at least a piece of tangible, customized merchandise according to the said
5 customized merchandise image containing at least a personalized logo image.

2. The method according to claim 1, wherein the network environment involves
at least one of the Internet, a local area network, a proprietary network and a wireless
communication network.

3. The method according to claim 1, wherein said logo image in step (a) consists
10 of at least one of digitized alphabet, number, symbol, and picture presented in 2-D or
3-D manner

4. The method according to claim 1, wherein said logo means a business or
non-profit entity's identity logo, trademark, service mark, or icon representing a
product, a work, a service, a character, or an activity.

15 5. The method according to claim 1, wherein each said part element of a logo
image of step (a) has a unique code.

6. The method according to claim 1, wherein said part elements of step (a) are
further grouped into a plurality of categories reflecting distinct attributes including at
least one of shape, style, pattern, special effect, contour, color, material, size, and
20 production technique.

7. The method according to claim 1, wherein said merchandise image of step (b)
is a digitized, 2-D or 3-D, image representing a piece of tangible merchandise.

8. The method according to claim 1, wherein said part elements of merchandise
image of step (b) are further grouped into a plurality of categories reflecting distinct

attributes including at least one of shape, style, pattern, special effect, contour, color, material, size, and production technique.

9. The methods according to claims 6 and 8, wherein said production technique category includes at least one of digital printing, thermal transfer printing, embroidery, 5 kilning, injection molding, mold pressing, stitching, pasting, engraving, etching, carving, forging, soldering, electro-plating, painting, sculpturing, brushing, and spraying.

10. The method according to claim 1, wherein each said part element of the merchandise image of step (b) has a unique code.

10 11. The method according to claim 1, wherein step (c) is further preceded by a step of authorizing the remote customer's request for on-line logo personalization.

12. The method according to claim 1, wherein said personalized logo image of step (c) has a unique identification code consisting of each logo part element's unique code.

15 13. The method according to claim 1, wherein step (c) is further followed by the step of displaying, at the remote customer end, the personalized logo image generated by the server according to said remote customer's selection of at least an image part as well as at least a part element to assist said remote customer's confirmation of the logo personalization.

20 14. The method according to claim 1, wherein step (d) is further preceded by the step of authorizing the remote customer's request for on-line merchandise customization.

15. The method according to claim 1, wherein said customized merchandise image of step (d) has a unique identification code consisting of each part element's

unique code.

16. The method according to claim 1, wherein step (d) is further followed by the step of displaying, at the remote customer end, the customized merchandise image generated by the server according to said remote customer's selection of at least an
5 image part and at least a part element to assist said remote customer's confirmation of the merchandise customization.

17. The method according to claim 1, wherein step (d) further comprises the steps of:

receiving, by the server, the remote customer's upload of an edited or
10 self-designed part element for a logo image or a merchandise image;
storing, by the server after approval, said edited or self-designed part element in the corresponding logo image or merchandise image database.

18. The method according to claim 1, wherein step (e) is further preceded by the step of receiving the remote customer's indication of preferred location(s) and size(s)
15 of said personalized logo image to be incorporated with the customized merchandise image.

19. The method according to claim 1, wherein step (e) is further followed by the steps of displaying, at the remote customer end, said customized merchandise image containing at least a personalized logo to assist said remote customer's confirmation
20 of the preferred location(s) and size(s).

20. The method according to claim 1, wherein said customized merchandise image containing at least a personalized logo image of step (e) has a unique identification code set consisting of the unique identification codes of the constituent customized merchandise and personalized logo images.

21. The method according to claim 1, the method further comprising the steps of:
providing an outsourcing database at the server end, wherein the database
stores business information of at least a supplier and data of outsourcing
invoice records; and
5 providing a customization order database at the server end, wherein the
database stores data of customization order records.

22. The method according to claim 1, wherein step (f) is further preceded by the
step of receiving confirmation, from the remote customer, for the outsourcing of the
production of said tangible, customized merchandise according to the said customized
10 merchandise image containing at least a personalized logo image.

23. The method according to claim 1, wherein step (f) further comprises the steps
of:
transmitting information of the preferred location(s) and size(s) of the logo
image to be incorporated with the customized merchandise image to said
15 supplier;
transmitting an outsourcing invoice to a remote supplier to bind the
supplier's production of said tangible, customized merchandise containing at
least a logo; and
transmitting to the remote customer a customization order, information of
20 the preferred location(s) and size(s) of the logo image to be incorporated
with the customized merchandise image, and said customized merchandise
image containing at least a personalized logo image to bind the merchandise
customization.

24. The method according to claim 21, wherein said supplier's business

information at least include its business registration data, and wherein said outsourcing invoice record includes an outsourcing case number, the unique identification code set of the customized merchandise image containing at least a personalized logo image, and information of the unit price, the ordered quantity, the total amount, the name and address for delivery, and the deadline of delivery.

25. The method according to claim 21, wherein said customization order record comprises a customization order number, the outsourcing case number, the unique identification code set of the customized merchandise image containing at least a personalized logo image, and information of the unit price, the ordered quantity, the total amount, the name and address for delivery, and the deadline of delivery.

26. The method according to claim 24, wherein said outsourcing invoice record further comprises a customization order number.